

SPECIFICATION AMENDMENTS  
CLEAN FORM

Please **REPLACE** the paragraph that begins on line 16 of page 1 of the specification and ends on line 26 of page 1 of the specification with the following paragraph:

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Many businesses practice direct marketing by utilizing commercially- obtained mailing lists.

These lists can be obtained from mailing list brokers such as BEST'S MAILING LIST, INC. or NATIONWIDE DATA SERVICES. Such mailing lists are typically compiled from various sources such as public real-estate documents, census bureaus, financial publications, and direct mail respondents. Members of the list, that is, people whose information is used to compile the list, typically consist of individuals who have provided information about their lifestyles and product usage through detailed surveys. For example, computer hardware or software purchasers that send in software and hardware vendor registration cards and surveys are typically placed on a mailing list geared towards the PC and technology industry.

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